

## MEDIA ALERT

**WHAT: Life of An Athlete Leadership Summit  
“Optimal Performance On and Off the Field”**

Eau Claire County high schools have collaborated with the Alliance for Substance Abuse Prevention in using the Life of an Athlete Program over the past three years to call for more consistent athletic codes and engage both parents and teens in committing to healthy lifestyles that support optimal athletic performance. This day-long Summit will provide area athletes leadership training empowering them with the necessary confidence, knowledge and skills to be effective team leaders and spread the Life of an Athlete messages among their peers.

**WHO:** Student participants say they are excited to enhance their leadership skills, learn how to promote and assist with good decision-making, provide motivational support to teammates, set a good example, improve communication about healthy lifestyle behaviors, and contribute to successful, winning teamwork. They acknowledge that choices not only affect the individual but also their teammates, athletic program and school.

Steve Fitzhugh, a former Denver Bronco, will be featured. Now a motivational speaker, the former NFL player will share “Championship Lessons from a Super Bowl Season” with over 90 high school athletes and 15 coaches from Memorial, North and Altoona High Schools.

**WHEN:** Wednesday, July 23<sup>rd</sup> – 8:30am – 4pm (Featured speaker: 9-10am)

**WHERE:** Best Western Trail Lodge Hotel & Suites, 3340 Mondovi Road, Eau Claire

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